



2009 BUSINESS EDGE WORKSHOP SERIES For Westminster

Presented By
Southern California Edison

SURVIVAL STRATEGIES TO SUSTAIN YOUR BUSINESS BEYOND THE FINANCIAL CRISIS

Date: Wednesday, June 17, 2009
Time: 5:30 pm – 9:30 pm
Place: Coastline Community College, Le-Jao Center, 14120 All American Way,
(formerly Monroe St.) Westminster, CA 92683
Cost: No Charge. Dinner Provided

Small businesses have been severely impacted by the current financial crisis and economic slow down. This workshop is designed to provide specific action steps and practical strategies to help you deal with the increasingly difficult challenges of sustaining your business, including:

- **Understanding the financial crisis and its direct relevance to your business**
- **Cash flow management strategies for financially difficult times**
- **Cost management vs. cost cutting---The critical distinction**
- **Debt Restructuring and creative forms of financing to enhance access to capital**
- **How to identify and pursue the silver-lining in the midst of the storm and more...**

Presenter: Meskerem Tadesse, MBA

Meskerem Tadesse is the Founder and CEO of The Optimize Group, Inc., a California-based executive management consulting firm dedicated to provide strategic and financial management consulting services, executive coaching and training to small and mid-size businesses, as well as women and minority businesses. Meski is also an Adjunct Professor of Business Administration at the University of The West, Rosemead, CA, where she teaches "Doing Business In The US" to international MBA students. She authored an insightful and relevant article, published by The University of The West, "Navigating Through The Current Financial Crisis—Strategies for Surviving This Financial Tsunami".

Meski is a former Fortune 100 corporate executive with 20+ years of diversified expertise in strategic and financial management, international finance and international business, as well as mergers and acquisitions. She has extensive experience in working with the financial and investment banking community (domestic and international) with direct responsibilities for numerous complex and varied financial transactions in US, Europe and Asia.

Meski is a highly sought after speaker with a uniquely effective delivery skills that connect with her audience. She holds an MBA Degree in Finance and Marketing and a B.S. in General Management from the University of Pittsburgh.

RSVP by June 14, 2009, to Sally Virgen at Sally.Virgen@sce.com , or call 626-302-8883

Name: _____ **Company** _____

Address: _____

Phone: _____ **Fax:** _____ **Email Address:** _____

Questions? Call Grace Whitcomb at 626-302-5325 or E-mail to whitcogt@sce.com